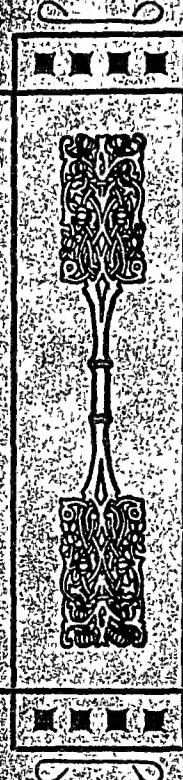


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# Regina

Capital of Saskatchewan



The Railway Centre of  
:: Western Canada ::



ISSUED BY

International Securities Company, Ltd., Winnipeg, Manitoba

# —REGINA, CAPITAL OF SASKATCHEWAN—

## Greatest Railway Centre in Western Canada

"Regina has had progress equalled by few cities in Canada. Its growth in population and prosperity has been phenomenal. Its transportation facilities make it the greatest distributing centre of the Canadian West. It may seem extravagant to claim for any city all the governing factors that enter into the building of a Western metropolis, yet this in many respects can be asserted in behalf of Regina.

"Its geographical position and many other natural advantages respecting transportation, its history from a town of tents, and other features interesting to the financial and commercial world of Eastern Canada, Great Britain and the States, the unbounded wealth of the adjacent agricultural sections, the increasing prosperity of its surrounding cities, towns and villages, constitute so many advantages that it would be difficult to enumerate.

"That such favourable foundations and circumstances exist is proved by the visible products of their very partial exploitation, as presented by a city less than 25 years old, having a population of considerably over 20,000, and growing now more rapidly than even its present citizens ever dreamed of. But no one knowing the circumstances doubts that the future of Regina is certain to be more remarkable than its past. The conditions governing its prosperity are increasing in number and in influence. The keystone of its foundation was laid when Canada's first transcontinental line decided upon the present site as a likely centre to feed and supply the settlement following.

"Fifteen years ago, however, the illimitable wheat-growing possibilities of the Province of Saskatchewan began to be appreciated and developed. To-day the Canadian Pacific Railway is extending its steel tentacles to every centre of Saskatchewan, one of the most productive Provinces in the world. Quick to realize the wisdom of this policy, the Grand Trunk Pacific and Canadian Northern saw the area and rich products of its fertile plain were too extensive to be efficiently served by one through line, resulting in their making Regina the central distributing point of the Canadian West.

"The opening and extension of the latter lines will add enormously to the business and progress of Regina, which in the nature of things must continue to be the commercial, distributing and financial centre of the Province. This does not necessarily imply that there are not other important and promising business centres in the Province, or that other such communities will not spring up in the future. There is this to be said, however, that if Regina meets all conditions in the same broad manner as hitherto, she will assist in their development, and consequently her own at the same time.

"That the chief city of the Province will continue to be Regina no one disputes. The Regina of the future will be as unlike that of to-day as it is unlike that of its tent foundation some 20 years ago.

"This progressive city has already over 25 miles of railway tracks and sidings, including the most modern lay-out of spur tracks in the Dominion. From its freight sheds will be shipped the ever increasing products of its wheat fields to all parts of the world. There are also important routes to Chicago and other parts of the United States through North Portal, to Great Britain by the Hudson Bay route, and in the future via the Panama Canal



Eleventh Avenue, Regina—Built since 1908

to the markets of Continental Europe. With all this, transportation facilities are increasing. The completion of the Grand Trunk Pacific line westward, united with the line from Regina to North Portal, where it connects with the Great Northern System, will at an early date provide the main artery for traffic between the eastern American centres, Prince Rupert and the Japan trade.

"The monetary value of all these advantages would be difficult to over-estimate. They can in all seriousness be said to be the real arteries pouring gold into the commercial coffers of Regina and subsequently benefitting every city and town in the Province of Saskatchewan." From Official Souvenir issued by Greater Regina Club.

Regina is a city with a brilliant future. During the past two years her progress has been in keeping with the growth and development of the agricultural interests of Saskatchewan, and now with additional railway facilities her growth should be even more rapid. Regina is conceded to be one of the chief financial centres of the West, and at the present time has 10 Banks. The Bank clearings are now published in the leading papers of Europe and America, thus giving the city the most beneficial form of publicity it is possible to obtain, and has already resulted in interesting many in Regina and the rich farming lands of Saskatchewan.

Regina was selected a few years ago as the capital of the Province of Saskatchewan, not alone because of its central location, but also because of its progressiveness.

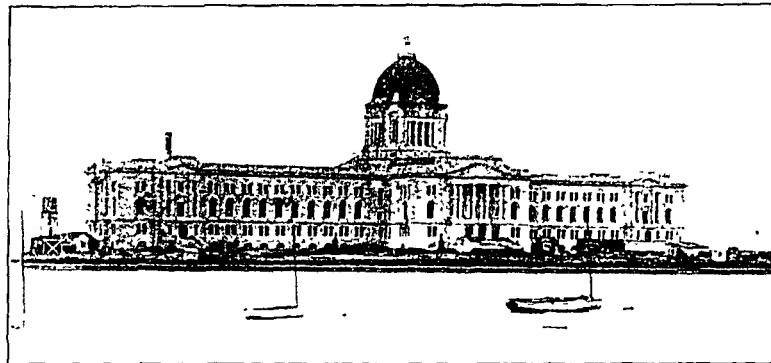
Regina is undoubtedly on the eve of the greatest development and growth ever enjoyed by any city in Canada. Every line of business is flourishing, but the men who are making the greatest fortunes are those who are investing in real estate. The man who buys in Regina to-day should make larger profits than it will be possible to make in any other city in the West. The financial interests are fully convinced that Regina will be the greatest city between Winnipeg and the Rockies, the railways are making it a great terminal and divisional point, but the greatest factor in Regina's greatness is the enormously wealthy agricultural territory surrounding it.

Notwithstanding the large number of settlers who have taken up homesteads in the vicinity of Regina during the past 15 years, the fact still remains that only one-tenth of the rich grain-growing Province is under cultivation. Every farmer who homesteads a quarter-section in the Province of Saskatchewan adds his share indirectly to the growth of Regina.

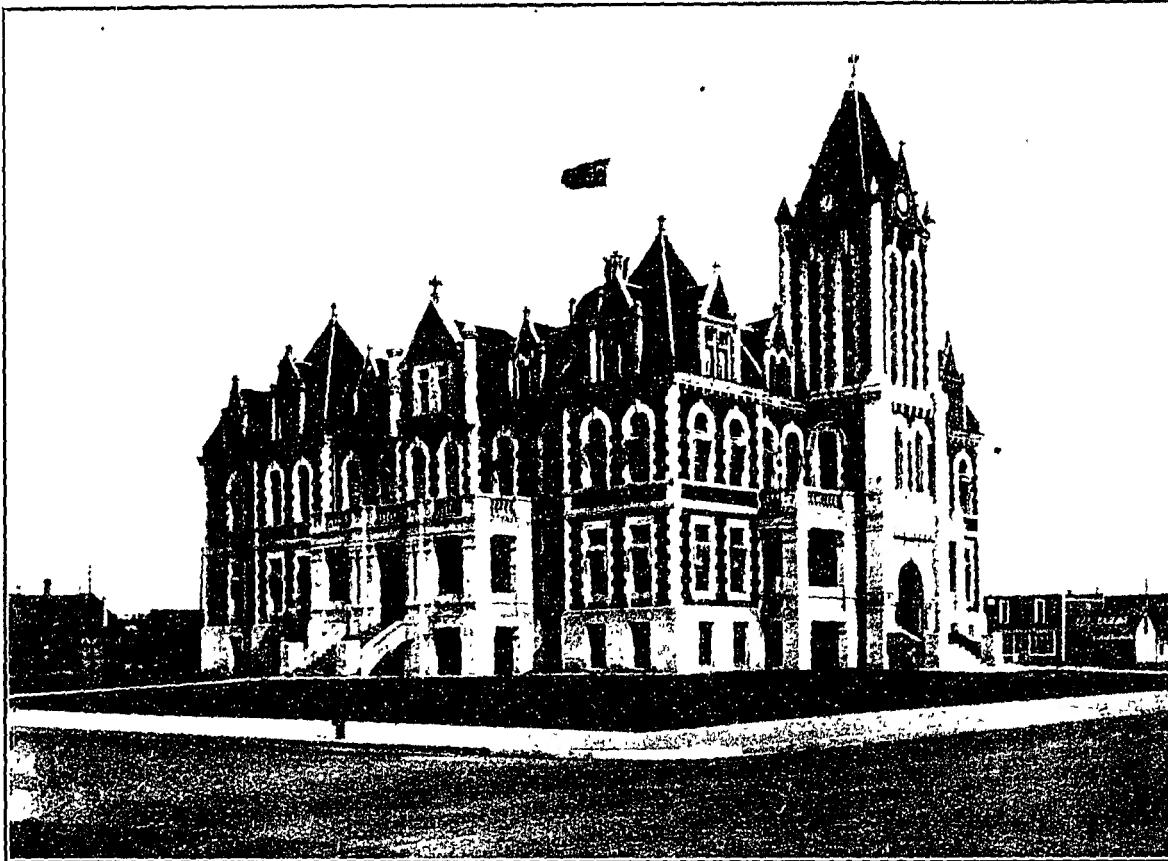
Regina's building permits for this year, according to the Daily Leader, are far in excess of those of the previous year.

The total permits for the month of May amounted to \$1,036,290, more than the permits for March, April and May, 1910. These figures are striking evidence of the rapid growth of Regina and are an indication of the rapid advancement in real estate values. The investor who buys Regina property now should make a tremendous profit in two or three years' time.

The great increase in building this year is undoubtedly the beginning of Regina's development, which her growing importance as a Railway Centre assures. Regina should equal Winnipeg in point of growth and development and be the most important shipping centre in either Saskatchewan or Alberta. When Regina's possibilities are fully appreciated, there should be one of the greatest real estate movements ever experienced in Canada.



The Provincial Parliament Buildings, Regina



City Hall, Regina

*Copyright Canada, 1908, Louis Rice*

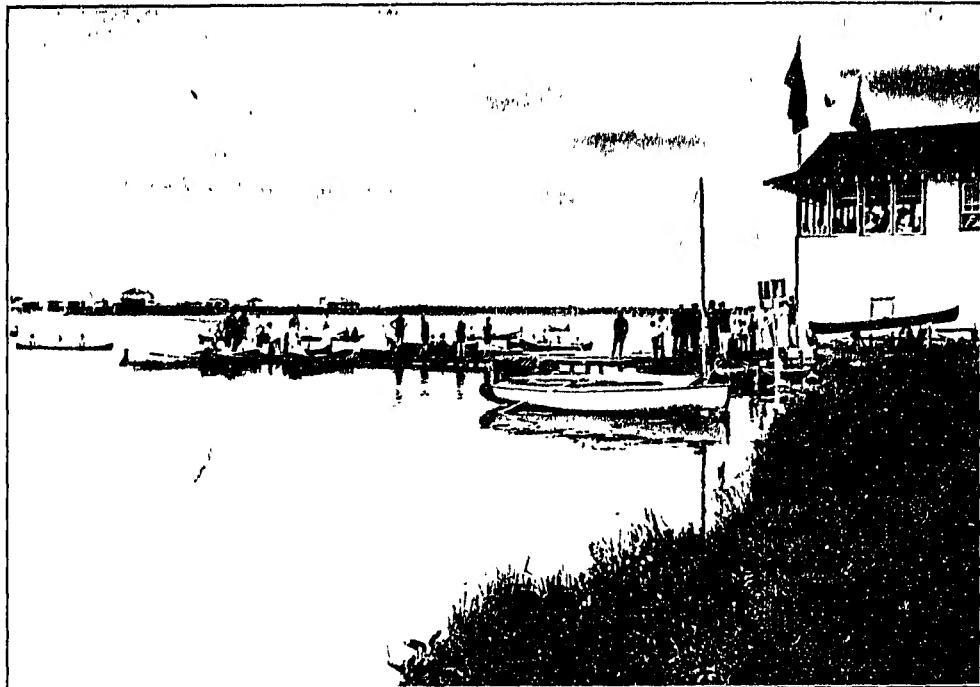
Regina already does an enormous wholesale business, and with the additional transportation facilities afforded by the new lines under construction, the wholesale industry will doubtless rapidly increase in value each year. Over \$20,000,000 worth of agricultural implements, engines and threshers were handled by Regina firms in 1910. This is only one of the many wholesale lines that shows the enormous business being done in this enterprising city.

The Regina Board of Trade is the authority for the statement that at the end of 1909 Regina's population was 13,000; at the beginning of 1911 it was estimated at 22,500 and rapidly increasing.

Were you to investigate other real estate propositions on the market to-day, you would experience difficulty in finding another opportunity possessed of such an array of natural advantages as this property being offered by the International Securities Company, Ltd., which was selected after a thorough and personal investigation of Regina. The low price and easy terms will cause these lots to sell rapidly. Here is certainly a chance to invest where you will be able to reap a splendid return from your investment in a short time. Opportunity is knocking at your door good and hard. "Will you turn your back, or will you investigate?" Information is free.

## Beautiful Wascana Lake

In the southern part of the city of Regina is located Wascana Lake, seven and one-half miles long, and from three hundred yards to a half-mile in width. Beautiful residences are being built on its shores at the present time, and indications point to its becoming one of the most valuable residential sections of the city. On the south shore of the lake, surrounded by beautiful grounds, are the Provincial Parliament Buildings, a sum over \$2,000,000 when completed. These buildings are the largest of any capital in Canada. The ground and lake front are being improved by the Government and when completed will be one of Regina's most beautiful spots. There is every reason to believe that the property fronting on the lake will develop very rapidly into a residential section, as this has been the history throughout Western Canadian cities. On the lake may be seen numbers of pleasure crafts owned by Regina's leading citizens. Beautiful driveways will be constructed along the shores, and everything possible done to add to the appearance of this already popular pleasure resort. Perhaps no city in Western Canada is as fortunate in having such a valuable asset as Wascana Lake.



## Regina the Distributing Centre of the Canadian West

The extensive railway facilities which Regina possesses undoubtedly places the city in the premier position as a distributing centre.

Regina is on the main line of the Canadian Pacific, the terminus of the C. P. R. Regina-Arcola line, and the terminus of the C. P. R. line being constructed to connect with its Pheasant Hills line. The C.P.R. have a line running north from Regina, connecting with the Yorkton-Saskatoon line, and have a line surveyed to the south to connect with their Weyburn-Stoughton line.

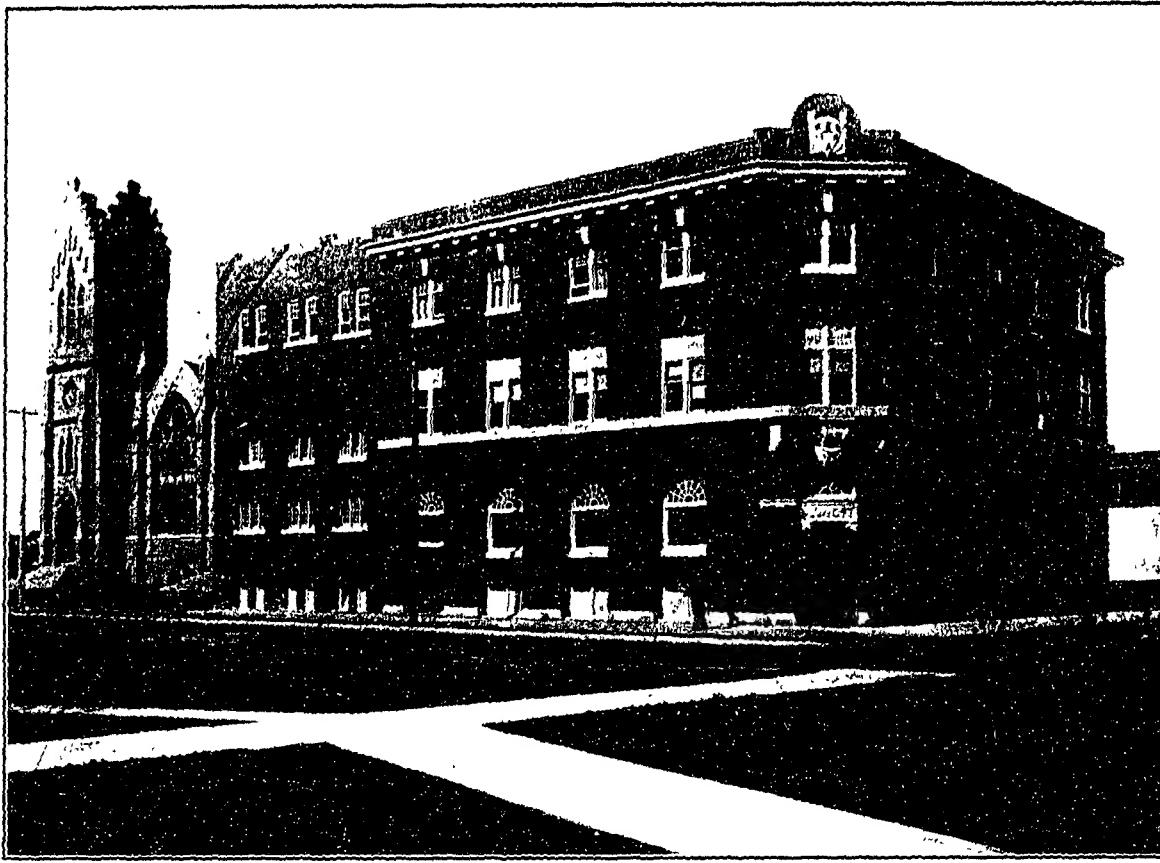
Regina is the terminus of the southern main line of the Canadian Northern, and also of the C.N.R. Prince Albert line. The Canadian Northern is building a line west from Regina to Moose Jaw, and contemplate the construction of a north-westerly line to Edmonton and still another line north to connect with their northern main line.

The Grand Trunk Pacific's Regina-Melville-Canora-Hudson Bay Route is almost completed from Regina to Canora, and work is being pushed energetically on the G.T.P. Regina-International Boundary line. The G.T.P.'s Regina-Moose Jaw line is to be completed this year. Lines contemplated by the G.T.P. are south-westerly to Leth-

bridge, north westerly to Edmonton, east to Brandon, and north to Prince Albert. General Manager Chamberlain of the Grand Trunk Pacific recently stated that their terminals at Regina would be the largest between Winnipeg and the Coast, and when fully completed would employ enough men to add 5,000 to the population of the city.

"There are to-day more lines of railway radiating out of Regina than any other city in the province. She will have within the next two years more railway lines than any other city in Western Canada. No other city in Western Canada has such bright prospects for unexcelled railway facilities in the future." From 'Facts About Regina.'

That Regina is so geographically situated that it must become the distributing centre for the Canadian West is generally recognized, and is proven by the fact that 150 commercial travellers' certificates for 1911 were issued by the secretary of the Northwest Commercial Travellers' Association to men who make Regina their home. "Regina is the largest distributing point of the middle West. Her territory comprises 60,000 square miles, extending 115 miles south, 130 miles north, 100 miles east, 250 miles west, embracing 230 towns."



Y.M.C.A. Building, Regina

## Regina—A Manufacturing Centre

Regina has a handsome Y.M.C.A. building, and a beautiful building will also be erected this year at a cost of about \$75,000 for the Y.W.C.A. The new Parliament Buildings, which are being erected in the southern portion of the city, near Wascana Lake, will be the largest, most beautiful and up-to-date City in the Dominion of Canada, and when complete, will cost over two million dollars.

Few people are acquainted with Regina's apprenticeship department as a manufacturing centre. Regina's industries now include "a steel factory, three saw-mills or factories, a common brick plant, a compressed brick plant, two iron founders, a brewer, three aerated water factories, a woven wire fence company, a corrugated metal culvert

factory, a flour and grist mill, a gasoline tractor factory, a petrified stone works, a cement brick plant, a paving and stone casting plant, manufacturing pavement, a mattress factory, a cigar factory, an abattoir, a cold storage, a tannery, five printing and book-binding concerns, etc., etc. As an indication of the volume of business done, the amount of the railway tariff receipts for last year totalled four million dollars."—From Board of Trade Booklet.

These figures are all along a prosperous business. Regina is becoming the centre of a large number of manufacturing concerns. Additional factories are locating, and the year 1911 promises to be the bumper year along this line.

## Regina a Progressive and Residential City

Regina is the best paved city of its size in Western Canada, and it is doubtful if any city in Eastern Canada can compare with it in this respect. "Keep pace with the city's growth" has been the motto of Regina's city officials, with the result that their city is now an example which other cities try to follow. Regina has 10 miles of paving already laid, 15 miles of granolithic sidewalks, 40 miles of plank sidewalks and 75 miles of graded streets. This year's program includes a large addition to the above.

Regina's sewer system consists of 25 miles of sewers with two thousand connections. At the present time construction is progressing on a large extension to the present system.

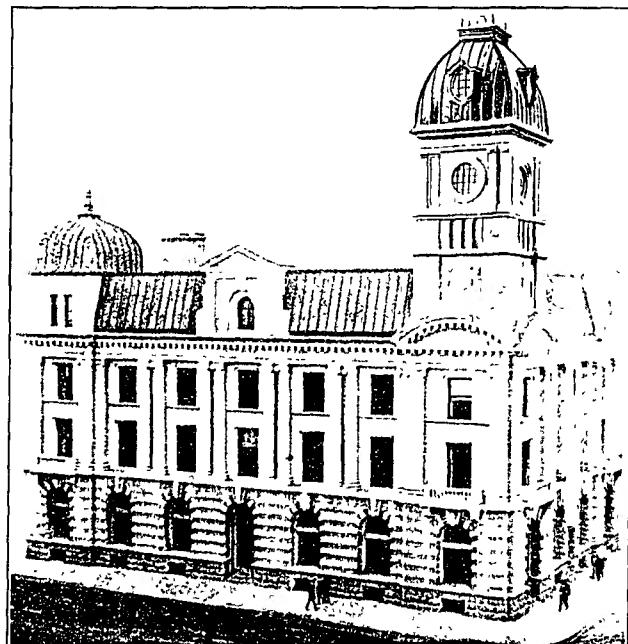
When Regina was incorporated, the Aldermen secured a large amount of property to be held for the City. This is now being sold and is a very valuable asset. Besides this the city owns outright several large parks, having thus provided for its citizens property that other cities have to spend thousands of dollars to obtain. While other cities are puzzling out means for providing for public improvements and encouraging development, Regina can go on installing pavements, sewers, water mains, etc., without any misgiving over the prospect of an increased rate of taxation.

The present financial condition of Regina is better than that of any other young city in Canada. Real estate values are increasing as rapidly as the population, and while the population of the city has almost doubled since the latter part of 1909, property values have kept pace and real estate has doubled, and, in most cases, more than doubled since that date.

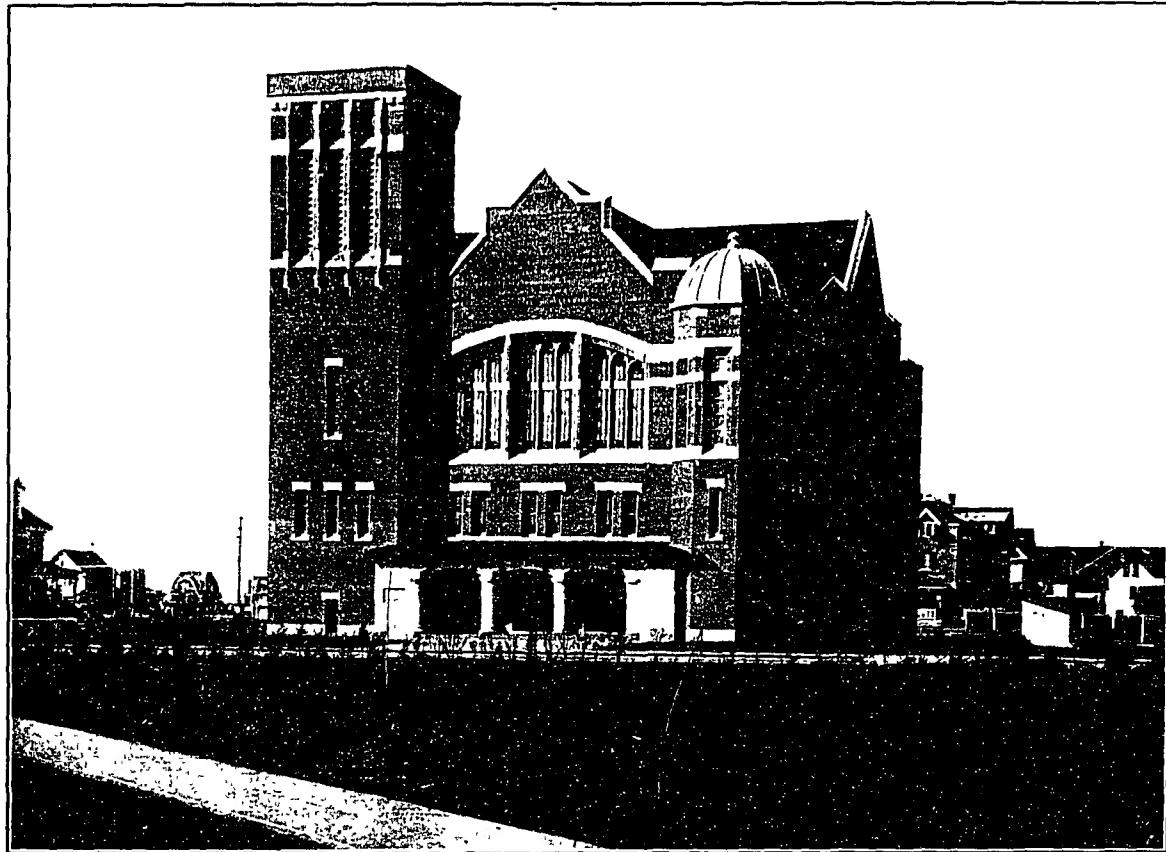
It is readily conceded that Regina is destined to play an important part in the development of the Dominion and the Empire. It is most favorably situated as the distributing centre of the Province, the extensive railway facilities possessed by Regina being the foundation of her natural progress and prosperity. Regina real estate offers one of the best opportunities in Canada for a safe and paying investment.

Regina is pre-eminently a home city, in fact it would be hard to find a city in Canada where a larger proportion of the population own their own homes. The rapid development of Regina as a railroad, financial, industrial and agricultural centre has caused marvellous growth in the residential sections to the east and south of the city. In fact, it is in these directions that the growth of Regina during the years to come should be the greatest. To the north of the city the railway tracks and wholesale district prevent the growth in that direction to any extent. The Exhibition Grounds and other unavoidable conditions and circumstances make it equally certain that the residential portion of Regina will not grow towards the west. But to the east and south there is unlimited scope for the building of many beautiful and substantial residences, and the building activity in these directions at the present time is positive proof that the investing public know where they will reap the greatest return for their money in the shortest time.

In this direction is located Wascana Lake, seven miles long and from three hundred yards to half a mile in width



Post Office, Regina



Metropolitan Methodist Church, Regina

The Grand Trunk Pacific's development is a large factor in the progress of Regina

The G.T.P. is establishing in Regina the largest general offices, mechanical shops, round house, etc., west of Winnipeg. This work will not only require large forces in their construction, but will mean a large number of permanent residents when they are in operation.

The Grand Trunk Pacific is to erect a large passenger station on Sixteenth and Albert Streets, which will be one of the finest in the West. The new freight sheds and offices are to be erected between the Exhibition Grounds and Albert Street.

Regina's railway yards will soon rank among the largest in Canada. At the present time they comprise over twenty miles of trackage, but a large increase will be necessary at once to accommodate the immense volume of business that will result from the eight railway lines building into Regina this year.

Regina's rate of taxation, 18 mills, is surprisingly low considering the very rapid growth of the city and the large amount of money spent on public improvements.

At the annual meeting of the Board of Trade the President, in his report, stated that Regina aimed at a population of at least thirty thousand by the end of this year. With every added thousand in population comes an added value to real estate -- right now is the time to buy property in Regina.

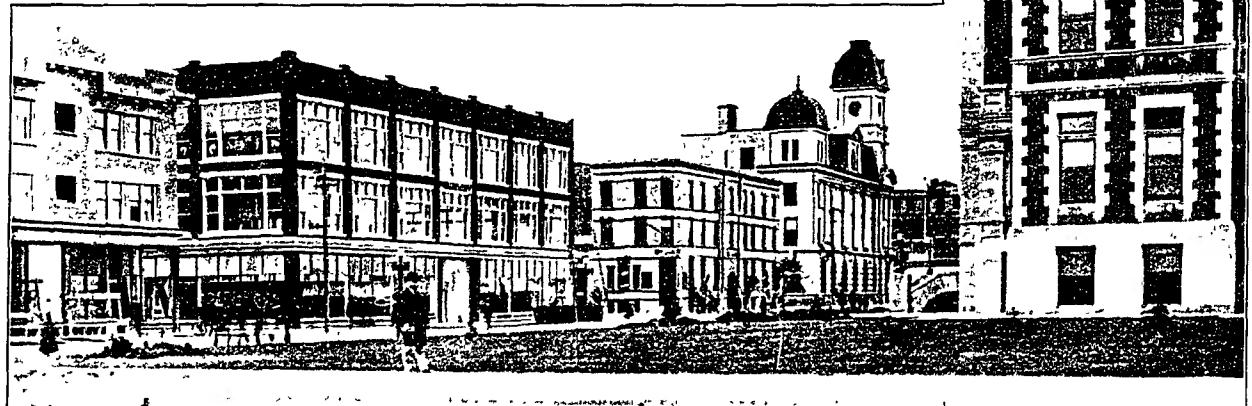
## Regina—Wholesale and Financial Centre

The wholesale district of the City of Regina was comparatively small until 1910. At that time the entire district underwent a complete transformation, and "from a few scattered warehouses have arisen solid, compact rows of wholesale and distributing houses." Among the wholesale firms already located in Regina may be mentioned the following: Young-Thomas Co.; Regina Brewery; Regina Lumber & Supply Co.; Western Manufacturing Co.; International Harvester Co.; H. A. Knight & Co.; Reeves Threshing Machine Co.; J. I. Case Co.; Nicholls & Sheppard; Cameron & Heap; Thos. Ryan; Toronto Type Foundry Co.; Campbell, Wilson & Smith; Peart Bros.; H. W. Laird & Co.; Cushing Bros.; Tees & Persse; Gordon, Ironside & Fares; National Drug & Chemical Co.; Stockton & Mallinson; M. Rumely Threshing Machine Co.; Petrie Manufacturing Co.; Composite Brick Co.; Smith Bros. & Wilson; Lumber Manufacturer's Co.; Waterloo Manufacturing Co., Ltd.; John Deere Plow Co.; Cockshutt Plow Co.; Massey-Harris Co.; McCusker Implement Co.; Tudhope, Anderson Co.; British Columbia Sugar Refining Co.; Capital City Flour Mills; Whitmore Bros.; Gaar-Scott Co.; Wright Bros.; Hyman & Co.; McPherson Fruit Co.; Vernon Fruit Co.; Vipond & Co.; Regina Foundry Co.; Regina Cigar Mfg. Co.; Armour & Co.

"As a financial and industrial centre, Regina has made great strides during the past year, and the city is now generally regarded as the chief financial point in the West. The immense clearings of the local banks have placed Regina—financially, at least—in a class with cities two or three times its size."—Facts, issued by Regina Board of Trade.

Three more banks are arranging to open branches in Regina this year. Five more loan institutions and many insurance companies commenced operations during 1910. The entrance of new railroads will be of immense advantage to Regina as a financial centre.

"During the year 64 companies registered in Saskatchewan under the provisions of the Foreign Companies Ordinance. Of these, 44 are Canadian, 16 United States, 3 Scotch and 1 French. They have an aggregate capital of \$56,028,000. The Saskatchewan headquarters of no less than 47 of these companies, with capital of \$40,649,000, are located in Regina."—From Report of Provincial Secretary



Eleventh Avenue, Regina



A few of the many Beautiful Residences in Regina

Regina cannot yet be said to be otherwise than on the fringe of her manufacturing career. Compared to but a few months ago, the progress has been remarkable as already eighteen firms are manufacturing from raw materials within the city. With cheaper power and that certain evolution of things which is but a matter of time, Regina as a home of production must be looked for.

It may be said with faithfulness that Regina has now arrived at that stage which may be described as granting ideal civic life. The last signs of the village have disappeared, and in their place are those of the well-ordered city.

The changes brought about in 1911 alone have been remarkable. Where were

unbuilt avenues last year are now well-built residences with signs already of well-kept lawns. Boulevards have sprung up, roads have been paved, sidewalks concreted. Where was an undeveloped road at night is now brilliantly lit and excellently graded.

The City Fathers are to be congratulated on their ideas to create the city beautiful. An anxiety for trees is worthy; this is manifest on every side; parks show undeniable care and an artistic sense of horticulture.

The citizens have been quick to accommodate themselves to the conditions, emulating a desire to place the Capital in no uncertain way before the West, as synonymous with the best ideas of progress, of prosperity, of purposeful life.

## What the Immediate Future has for Regina

Three new banks and many financial firms are establishing headquarters in Regina - five hundred commercial travellers will call Regina their headquarters. Regina's population, if the growth equals that of 1910, will, at the end of 1911, be nearly 30,000.

During 1911, the Methodist College will be erected in Regina at a cost of \$500,000; the city power plant will be increased to double the present capacity; the Broad Street subway will be constructed at a cost of \$350,000; the Parliament Buildings will be completed and formally opened; the Roman Catholic Cathedral is to be erected at a cost of \$400,000, and street cars are to be running on South Railway, Eleventh Avenue, on Albert and Dewdney Streets.

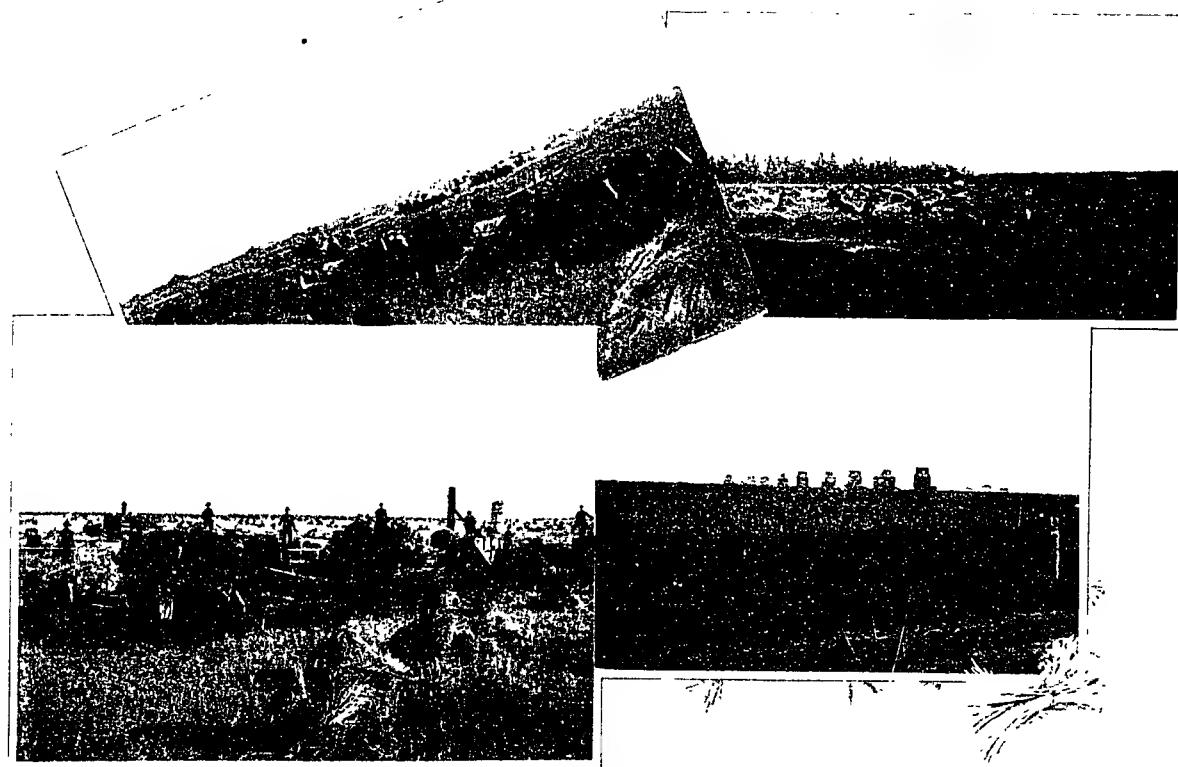
During 1911, the Grand Trunk Pacific will erect in Regina a large passenger depot, offices, round house, freight sheds and railway yards. The G.T.P. Regina-Canora line is almost completed, and work is being rushed on the Regina-International Boundary line, while operations are to begin on a G.T.P. line from Regina to Lethbridge, another line from Regina to Edmonton, and still another line from Regina to Brandon. Work is being pushed on the G.T.P. Regina-Moose Jaw line.

During 1911, the Regina-Bulyea line of the C.P.R. is to be completed, as is also the C.P.R. Regina-Colonsay line. The union depot will be well under construction during 1911. The C.N.R. will construct a line from Regina to Moose Jaw.

Work is progressing rapidly on Regina's Trunk Sewer and Disposal Works, which should be almost completed by the end of 1911. Additional streets are being paved, additional water mains laid, additional sewerage installed, more streets being lighted, parks and boulevards being beautified — Facts from Annual Report, Regina Board of Trade



Scene from Victoria Park, Regina



Farming Scenes near Regina

The Province of Saskatchewan has come into prominence so rapidly, and has become so important in the Dominion's development, that the population of the whole of the northern hemisphere is turning its attention to this land of wonderful fertility and productivity. The land is capable of raising wheat enough in one season to feed the entire British nation for two.

Regina is recognized as one of the educational centers of the Dominion. The first Collegiate Institute in Saskatchewan was organized in Regina, and buildings, including equipment have been erected, costing over \$130,000. The Methodist Church

of Canada is erecting a large University in the southern part of Regina at a cost of \$250,000. Regina has five public school buildings, containing forty-eight rooms in all, with an attendance of 2,300, a teaching staff of forty teachers, three supervisors, and two kindergarten directors. The School Board are having erected large additions to two of the buildings, and have purchased sites for three additional school buildings. Regina maintains a Separate School, the Gratten, with an attendance of 450.

Regina is a city of beautiful churches, the Metropolitan Methodist, Knox Presbyterian, St. Paul Anglican, and St. Mary's Roman Catholic, deserving special mention

## Regina's Municipally Owned Street Railway

When completed, Regina will have one of the best Street Railway systems in the Dominion. It is owned and will be operated by the city, and should be a valuable revenue-bearing asset. Construction work is progressing rapidly, and it is expected that at least six miles will be in operation this summer. Two of the proposed lines will parallel the property owned by the International Securities Company, Ltd., lots in which are now being offered to the public for the first time. The completion of the Street Railway system will place this property within a few minutes' ride of any part of the city.

Regina owns and operates its own electric plant. "The building of the Electric Street Railway makes necessary the installing of additional power to the already enormous power house of the city, the erection of car barns, etc., etc., and this, together with other civic improvements mapped out for this year, will bring the total city expenditures for this year to over one million dollars."

Regina is very fortunate in possessing some three hundred acres of park lands situated in different parts of the city. Children's playgrounds have been provided in various localities. Grounds have been laid out for cricket, football, baseball, lacrosse, tennis and other amusements.

Regina possesses a great feature in her Exhibition Grounds, which are situated one mile west of the city, and contain some twenty-six and one-half acres. Over a quarter of a million dollars has been expended for improvements, and still further improvements are to be made. Waterworks and sewerage extend throughout the grounds, and all buildings are equipped with electric lights.

"Warehouse sites are being sold by the city at double the price they were sold at last year. Last year plenty of sites were available at \$200 a lot, but this year the price has been raised to \$400 a lot, or 100 per cent. of an increase. Notwithstanding the increased price, the city is receiving applications for sites from large concerns constantly" *Regina Daily Standard*, June 24th, 1911.

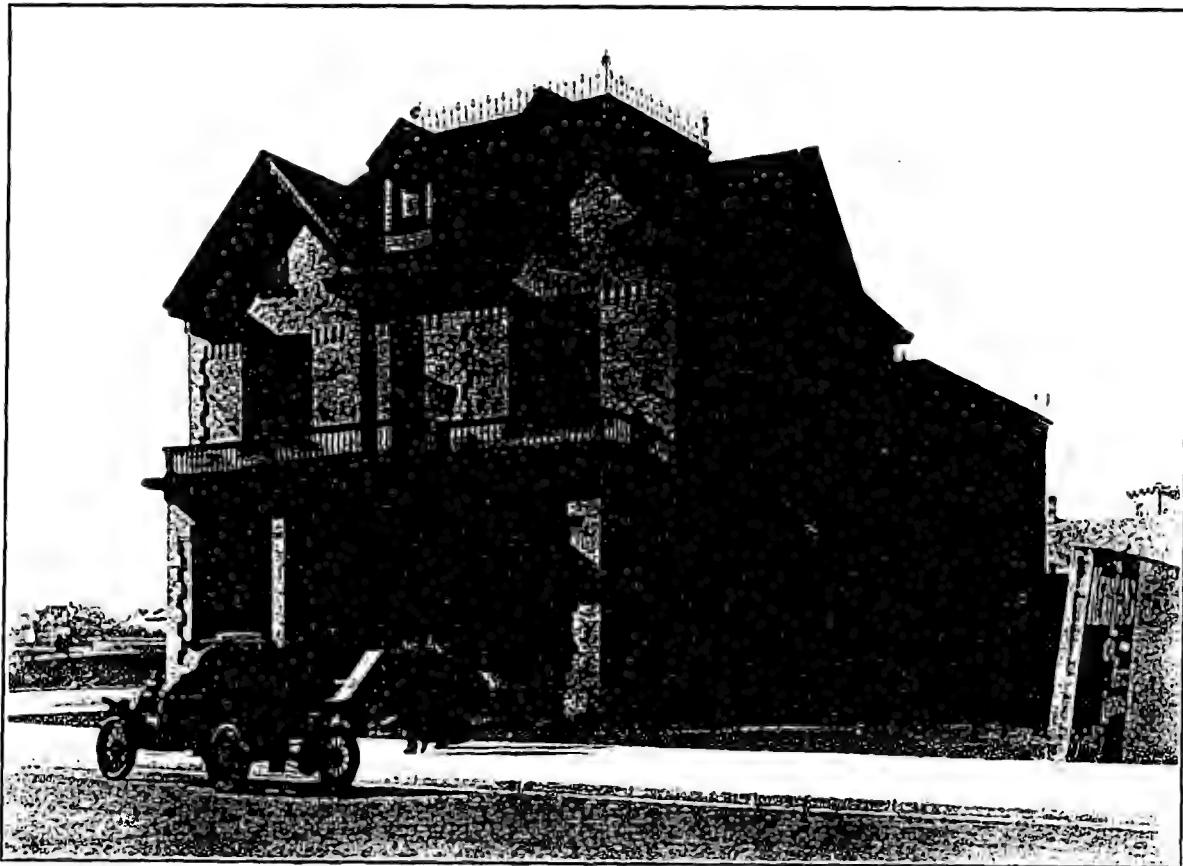
Regina is to-day one of the most promising cities in the Dominion for the manufacturer, the wholesaler, merchants, professional men, financial interests and the investor. Saskatchewan, with her enormous farming territory, so fertile that crop failure is almost an impossibility, will be the greatest producing province in the Dominion—it is only logical to assume that Regina, being the capital, will develop in accordance with the wealth of the farming interests.

Property values in Regina have increased and are increasing rapidly, and we believe that the future increase will be greater and more rapid than in the past. We quote from a booklet just issued by the Greater Regina Club. "In 1905 business frontage sold at \$15.00 per foot, by a steady rise in price the same realized \$800.00 per foot in 1911. The same phenomenal, yet steady increase, occurred with residential property. In 1905 it was worth \$2.00 per foot, and in 1911 it realized \$25.00 to \$30.00, and is steadily increasing in value." With the city growing more rapidly than ever before in her history, the man who invests in Regina real estate to-day should almost, if not actually, double his money in twelve months.

Less than one-tenth of Saskatchewan's rich agricultural land is under cultivation. With the other ninety per cent. being cultivated, Regina should be one of the great cities of the West.



One of Regina's Ten Apartment Houses



Assiniboia Club, Regina

"There is no disputing Regina's right to be known as the Western bond centre. This branch of finance is now firmly established in the city, fully half a dozen firms being engaged in the business. Municipalities, school districts, towns and villages in the West find a ready market for their securities at all seasons of the year, and a noticeable feature is that Manitoba and Alberta issues are sold in Regina just as extensively as those from districts in our own Province." - Board of Trade Annual Report

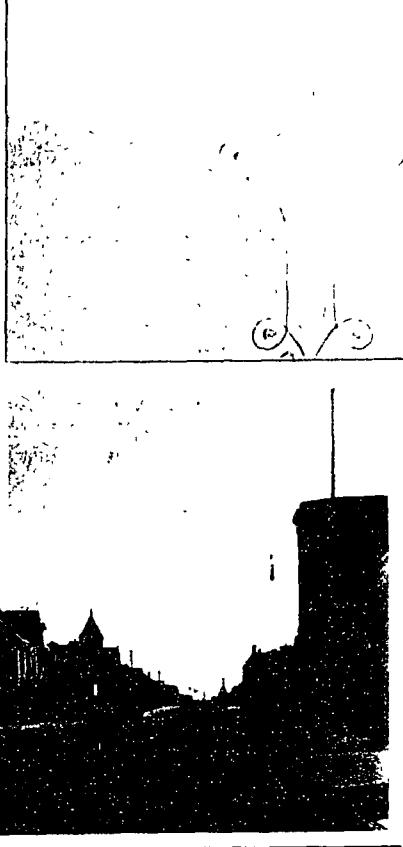
The greatest tribute to Regina as a financial centre was paid when the managers of the *Financial Post*, a leading publication on matters financial, announced their intention of opening in Regina a branch office, that would serve as headquarters for

the Western Provinces. This paper began operations in Regina early in the spring of 1911, and from that city covers Saskatchewan and Alberta, as well as the western and southern portions of Manitoba. The head office of the *Financial Post* is in Toronto, while branches are maintained in London, New York, Montreal, Winnipeg, Vancouver and Regina—thus placing Regina as a financial centre in a class with the important cities of the world.

As a manufacturing centre Regina will make its mark among the cities of the West. The large number of wholesale houses that have established branches show that Regina's position as a distributing centre is generally recognized.



Scarth Street, Regina



Hamilton Street, Regina

In 1909 the City of Regina issued 282 building permits, and the cost of the buildings erected was \$749,479.

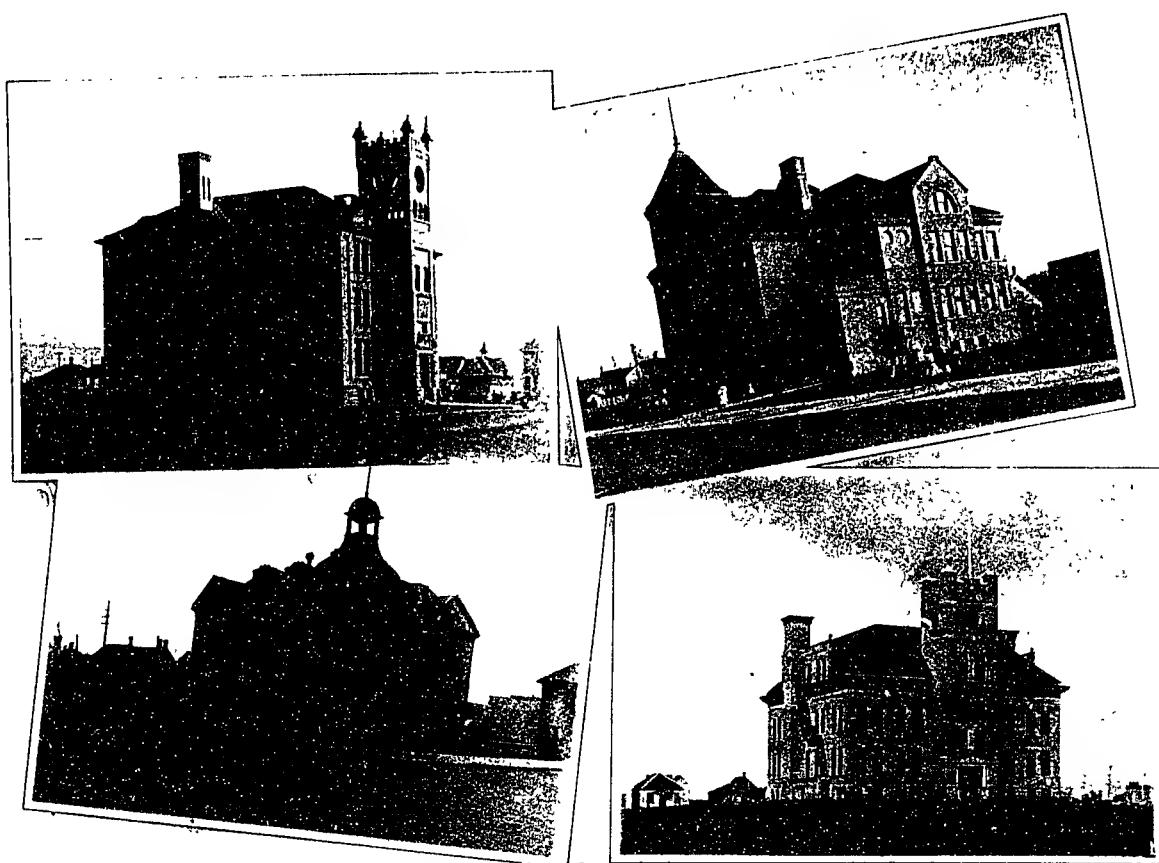
In 1910, 573 permits were issued, and the cost of the buildings erected was \$2,351,298.

For the first six months of 1911, the value of Regina building permits issued was \$2,925,630.

"New building operations in Regina this year will run into about seven million dollars." As evidence of activity along this line, the following, among others, may be mentioned: Methodist College, \$270,000; Canadian Bank of Commerce, \$200,000,

Union Station, \$180,000; Leader Block, \$150,000; Donahue Block, \$125,000; King Hotel addition, \$75,000; Baptist Church, \$65,000; Imperial Bank, \$50,000; Bank of Ottawa, \$48,000; Victoria School addition, \$15,000; Credit Foncier, \$15,000; Black Block, \$10,000; Albert School, \$37,000; Black Apartment Block, \$30,000; McIntyre & Tell Block, \$21,000.

Regina's pardonable pride in her many substantial business buildings will receive an additional boost this year in the many large and substantial structures being erected. Active construction work on over three million dollars worth of buildings was being carried on in Regina at the beginning of July, 1911.



Four of Regina's Public School Buildings

"The area of Saskatchewan is 250,650 square miles. Regina is the capital and the centre from which all the lines of Provincial Government extend. Along with Government rule stretches out the industrial and commercial lines which extend to all parts of the Province"—Regina Board of Trade Bulletin.

The close-in Regina lots being offered by the International Securities Company, Ltd., are unquestionably an excellent investment; we believe they offer as great opportunities for large and certain profits as lots in any Western city. Regina is the capital of the Province, surrounded by one of the richest and most fertile agricultural districts in the Dominion; it must continue to grow as the population of the Province in-

creases. Regina is making rapid strides forward at the present time, and has exceptionally bright prospects for a glorious future.

Note the growth of Regina in the past few years. From a population of two hundred in 1882 to a population of two thousand in 1901, from a population of thirteen thousand in 1909 to an estimated population of twenty-two thousand five hundred on April 1st, 1911.

"Without undue elaboration, or unfair comparison, we believe that in Regina will be found all these present-day facilities and prospective advantages that a modern centre of commerce requires."—Regina Board of Trade.



Scarth Street, Regina, 1911

### Facts about Regina, Saskatchewan

Rapidly becoming the Metropolis of Western Canada.  
Everywhere spoken of as a Progressive City.  
Going ahead at a pace, marvellous in the extreme.  
Investments are Sound, Substantial and Money Makers.  
Noted for her Handsome Buildings, Paved Streets and Boulevards.  
Advancement is our Watchword, the Keynote of Success.

Official Number of the Regina Board of Trade

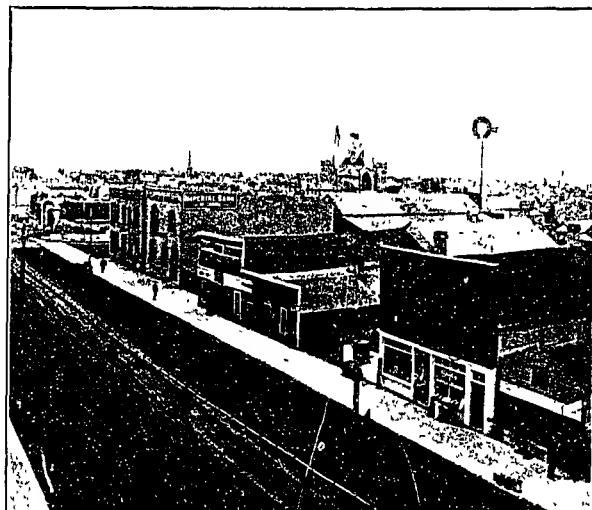
The above is taken from the cover page of a Booklet issued by the Regina Board of Trade. All figures and quotations in this Booklet were taken from the official publication issued by the Greater Regina Club, the Regina Board of Trade, Regina papers, or some other reliable publication.

### Regina, Saskatchewan

On May 1st, 1911, 400 buildings in course of erection.  
Our population, 22,500, an increase of 4,000 since January 1st, 1911.  
Building permits this year already considerably over \$1,200,000.  
Standing sixth largest in Dominion of Canada.  
City assessment now nearly \$15,000,000.  
City property values nearly double that of last year.  
Over half a million per week in realty sales the past two months.  
Bank clearings show increase from 50 to 70 per cent, over last year's figures.  
Customs and Post Office Monthly Returns showing huge increases.  
Additional Wholesalers establishing.  
Enlargements and improvements to local industries is the order of the day.

These statements are taken from the last cover page of a Booklet issued by the Regina Board of Trade.

We are indebted to Lewis Riep, Regina, for the majority of Copyright Illustrations contained in this Booklet.



Scarth Street, Regina, 1907



A Few of Regina's Hotels

"Regina has now nine hotels, all of a good class. It would be well to say that there is not room for more, the floating population of the city, with its geographical situation and large distributing area, makes hotel-keeping business a lucrative one."—Regina Daily Province

The future greatness of Regina is assured. A little over a quarter of a century ago it had its beginning in a town of tents, and began thus before the advent of railways.

In 1911, it is a modern, well-appointed, solid, commercial city, its citizens—Canadian, British and American—having firm confidence in its present and future prosperity and its industrial progress.

Regina is the centre of a vast area of rich agricultural land which offers unlimited opportunities for industrial development to the commercial and financial centres of the world.

The Dominion Government recognized the importance of Saskatchewan as a home for millions of people, and, in order to encourage agriculture, made a grant of \$50,000 to the Province to be given in prizes and in defraying the expense of holding a 10 days' Dominion Exhibition in the City of Regina. The Regina City Council expended large sums of money in making preparations for this Exhibition by the erection of buildings, etc.

## **Regina's Population Should Increase Rapidly**

In 1910, with only one-tenth of the available land under cultivation, Saskatchewan produced over 81,000,000 bushels of wheat, over 61,000,000 bushels of oats, 3,589,000 bushels of barley and nearly 3,500,000 bushels of flax. These figures do not do full justice to the fertility of Saskatchewan's land, as the 1910 crops were not up to the average owing to the excessively dry season, but it goes to show that the Province of Saskatchewan is the mainstay of Western Canada to-day.

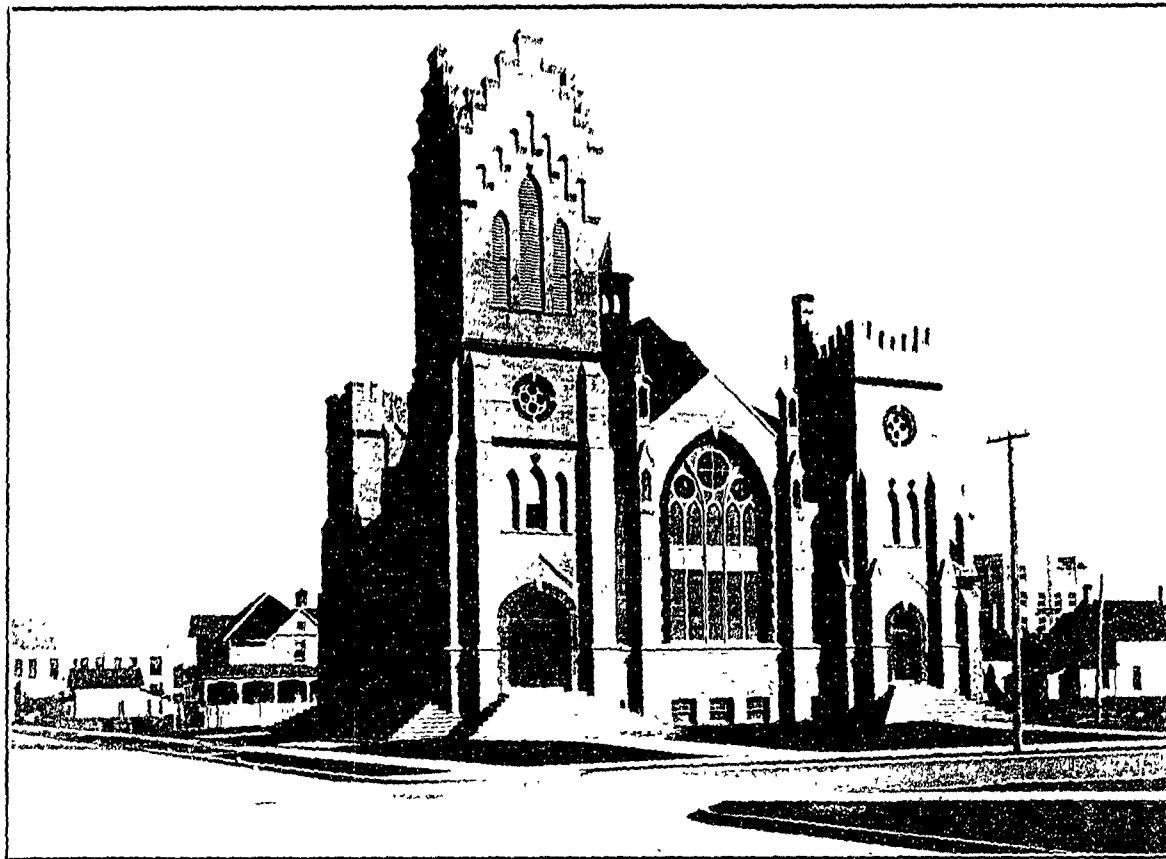
The remarkable growth of Regina during the past two years will give an idea of the development that should take place in the immediate future. With the eyes of the entire world upon the fertile unbroken lands of the Canadian West, and at the present rapid rate of immigration, practically all of the land in Saskatchewan should be under cultivation within the next five years. This will mean a greater Regina with a population many times its present size, and a city second only to Winnipeg, and the largest railway centre in Western Canada.

Business follows the railroads, and Regina, by the end of this year, will be the centre of a network of railroads running to every point of the compass. Regina's population must increase real estate values increase more rapidly than population.

Each additional thousand added to Regina's population means an added value to Regina real estate. Prices to-day are low and profits should be large. The close-in property being sold by the International Securities Company, Ltd., offers exceptional opportunities for quick profits.



One Mile of Wheat near Regina



Knox Presbyterian Church, Regina

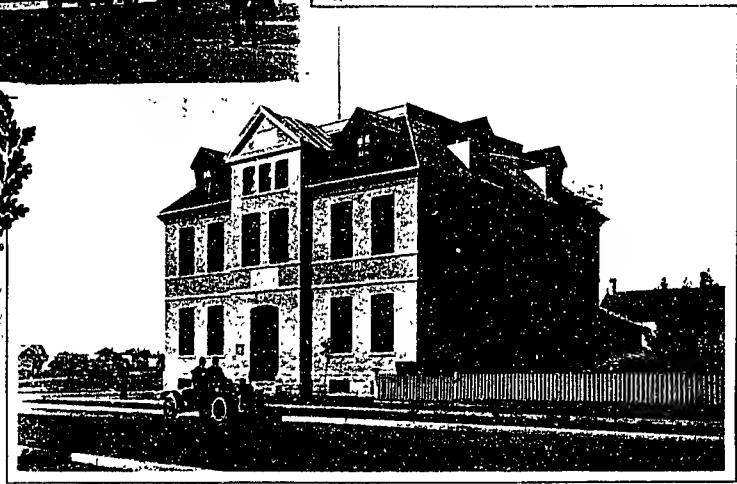
Buy lots in Regina and share in the general prosperity. Invest your money where the greatest activity is taking place, in the centre of the greatest growth, where the greatest advances are realized. This centre is undoubtedly in Western Canada, and Regina is a city which is bound to grow and prosper as the West develops. You are taking no chances when you invest your money in close-in Regina real estate. Its future is assured. It only rests with you to embrace the opportunity now offered. Large profits have been made by those who have invested in Regina, and greater profits await those who invest now when its development has but faint commenced.

Think what it means for the population of Canada to increase from seven millions to thirty millions, and over 75 per cent. of this growth will be in the West. Regina's real estate values will show a corresponding increase, an increase which can be divided among present and future owners of lots in proportion to their holdings.

The close-in property being offered by the International Securities Company Limited, is, without doubt, a splendid real estate investment. The very low price and easy terms of payment upon which these lots are being offered will cause them to sell rapidly.



Court House, Regina

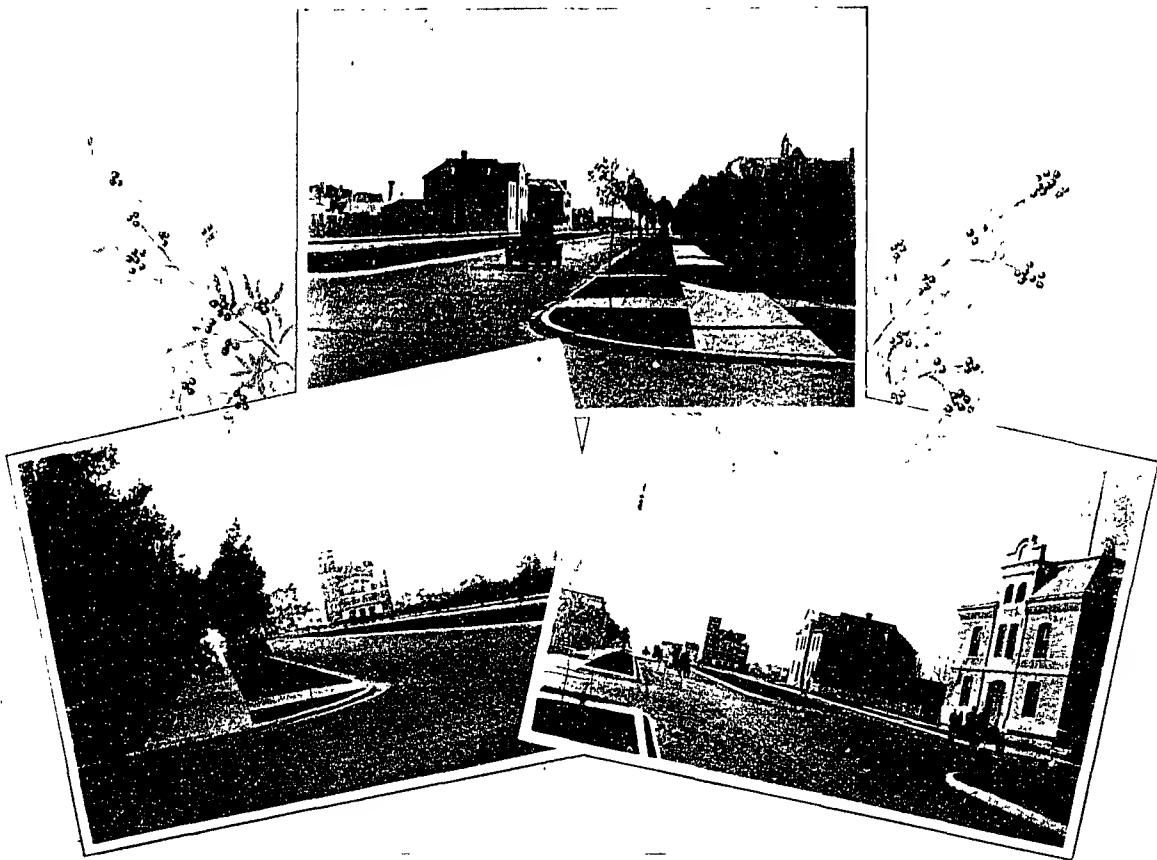


Dominion Land Office, Regina

Regina's Municipal public buildings would do credit to any city ten times its size. These have all been constructed without cost to the citizens out of the proceeds of the sale of their townsite lands. The City Hall comprises all the Municipal Departments costing with the equipment about \$200,000. The Central Fire Hall is one of the most complete in the Dominion, costing about \$30,000. Fire Hall No. 2 is now being built in the wholesale district and will cost about \$13,000. The incinerator plant costing \$10,000 is one of the most modern. Other public buildings have been erected and the city yet possesses an asset in its unsold property of close upon \$2,000,000.

Only about one-tenth of Saskatchewan's wheat-growing area is yet under culti-

vation. Sir Wilfred Laurier is authority for the prophecy that the day is not far distant when Saskatchewan will produce annually a billion bushels of grain. The future which must of necessity be before a city that can justly lay claim to being the centre of a province possessing such unlimited possibilities is almost beyond descriptive words. Lying in the heart of a district which is rapidly becoming the bread-basket of the world, Regina cannot be prevented from becoming an immense commercial and industrial centre. Already there are 500,000 people in the province and there is room for millions more. Whatever total the population may reach the people are bound to contribute to the business of Regina. — Regina Board of Trade Bulletin.



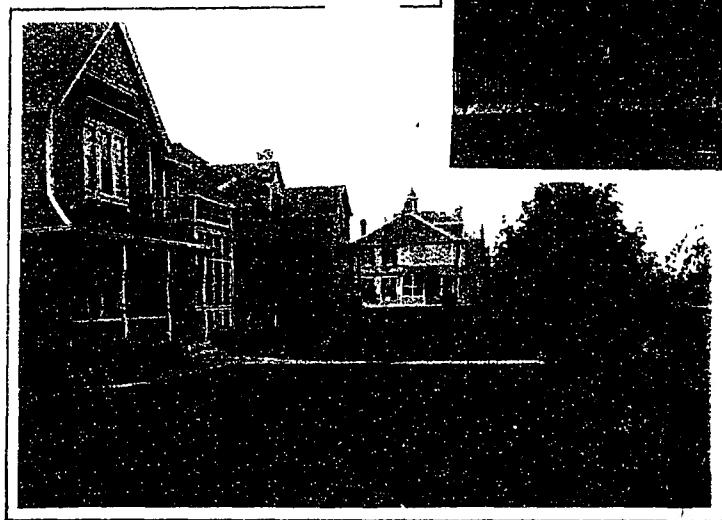
Victoria Avenue, Regina, looking East and West

Regina takes pride in the fact that nearly one-fourth of her estimated population of 27,500 was added during the year 1910. The business men of Regina have shown their faith in the city in the substantial business blocks they have and are erecting. The first year was the biggest building year in the history of Regina."

The growth of Regina's postal revenue, as given in the Board of Trade Annual Report, is another remarkable instance of her progress. For the year ending March 31st, 1907, the total revenue was \$254,252.50, while for the year ending March 31st, 1910, the total revenue was \$102,111.11, or an increase in three years of almost 400 per cent. This amount was only exceeded by Calgary and Winnipeg in the three prairie provinces,

and by only eight cities in the entire Dominion. These figures are positive proof that Regina is rapidly coming to the front as one of the principal cities of Canada.

Our property will be so efficiently served by the new street car lines that growth in this direction should be very rapid indeed. Taken altogether the investor who gets into this matter thoroughly will find convincing proof that he cannot make a safer or better investment than by purchasing some of the Regina lots now being put on the market for the first time by the International Securities Company, Ltd. These lots offer such rare investment features that you should investigate and buy now.

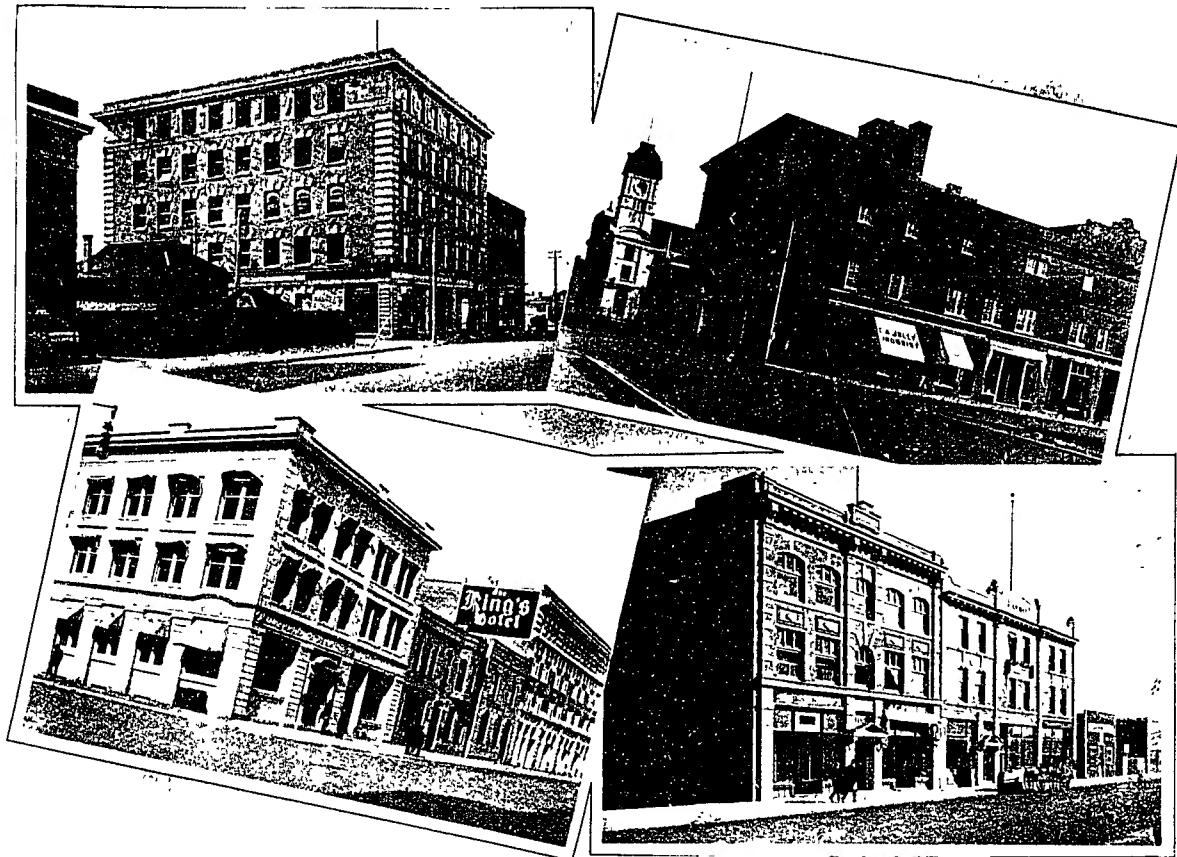


Residences along Victoria Avenue, Regina

One suggestive feature of Regina's progress is the large number of apartment blocks going up all over the city. The large demand for residences to rent is accountable for many of these, and the excellent returns provided the investor is another stimulus in this direction. These blocks are among the best of their class, showing a construction substantial and permanent. Inspection of the plans of some of them reveal the very latest devices in interior fittings. Another feature is the substantial class of private residences which are being built—"on May 1st, 1911, four hundred buildings in course of erection". The lack of permanence of the old style is disappearing in most cases the houses being bricked throughout and not veneered.

Regina has one of the most complete and up to date water-works systems in Western Canada. "There are thirty five miles of water mains, with 2,200 connections."

The city is installing this year an additional reservoir as the base of the water supply. This reservoir will be 135 feet above the city and will have a uniform gravity pressure of sixty pounds which can be increased to ninety pounds if necessary. This will give the city adequate fire protection, and will supply water to the highest building besides doing away with the pumps at the power house. The present system is sufficient for a city of 50,000 inhabitants, and a new system is to be installed, which will provide for a city of 150,000.



Some of Regina's Business Buildings

"The entire history of Regina and district real estate has been that of sure progress. Just at such a time when something sensitized in the rising of values was almost justified, according to experience elsewhere, this was carefully avoided. Certain cities just now have the embarrassment to face of outside firms taking up subdivisions far from their limits, and putting these on the open market as residential lots. This cannot be said of Regina, where the situation in this respect has been too carefully guarded. In no small measure the excellent state of matters from a realty standpoint is due to the class of men handling property in our midst. Their influence cannot be denied, and it is a matter for congratulation that their wise policies had conservatism as its watch-

word, thus contributing to the substantial growth of the city and the satisfaction of all investors, both inside and outside"—Regina Daily Province.

The Wascana Lake properties being offered by the International Securities Co., Ltd., will undoubtedly become one of the best residential parts of the city of Regina. The completion of the Parliament Buildings will increase property values in the south end of the city, and in a very short time this desirable residential section will undoubtedly be entirely built up.

The new Carnegie Library, now under course of construction in Regina, is one of the building events of the year.



Wheat Field, 3 miles from Regina, averaged 45 bushels per acre

### Buy Regina Real Estate Now

In the foregoing pages we have endeavored to set forth the facts about Regina and the attractiveness of Regina real estate as an investment. We firmly believe that no city in the Dominion of Canada offers larger and quicker returns from an investment standpoint than does Regina, the commercial and railway centre and capital of Saskatchewan.

Picture if you can the marvellous growth of Regina. Less than twenty-five years ago a town of tents without a railroad to-day a city of over twenty-two thousand people, efficiently served by three great Transcontinental railways and almost a dozen branch lines.

Regina has not been a boom town, its growth has been steady, yet rapid—no city in the West can compare with it in this respect. Its buildings are large and extensive, its streets well paved, splendid water and sewerage systems, an up-to-date lighting system, its public utilities owned by the city, and the rate of taxation only eighteen mills. Close-in property in a city of this kind should appeal to you as being a good investment. The property being offered by the International Securities Company, Ltd., is within a few blocks of the present business district of Regina. Property values in Regina have increased steadily and rapidly and will, we believe, increase more rapidly in the future.

If you desire maps and price list giving full particulars regarding our Regina property, write us to-day—they are free for the asking. Wanting inactivity and doubt keep many people poor.

Address all communications and make all remittances payable to the

**INTERNATIONAL SECURITIES COMPANY, LTD.**  
Somerset Building, Winnipeg, Manitoba.

